

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-26. (Canceled)

27. (Currently Amended) A method for broadcasting content to one or more mobile terminals, the method comprising:

storing content, and a plurality of program configuration information, ~~the each~~ program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media ~~representing varying amounts of information including video, text and still images~~ is to be played ~~as program content~~ and ~~respective display positions~~ a ~~display position~~ of the ~~plurality of media~~ to be played ~~on a screen~~; and

broadcasting the content and the plurality of program configuration information to the mobile terminals;;and

selecting, at each mobile terminal, without broadcasting server involvement, one of the plurality of program configuration information, based upon a transmission condition,

wherein, in the storing, the plurality of program configuration information are associated with respective transmission bands, ~~so that the mobile terminals each select one of the plurality of program configuration information based on a transmission condition.~~

28. (Currently Amended) A method for receiving content broadcast from a server, the method comprising:

receiving content, and a plurality of program configuration information associated with respective transmission bands, ~~the~~ each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media ~~representing varying amounts of information including video, text and still images~~ is to be played as program content, and respective display positions ~~a display position~~ of the media to be played on a screen; and

selecting, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

29. (Previously Presented) The receiving method according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

30. (Previously Presented) The method receiving according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

31. (Currently Amended) A method for broadcasting content from a server to one or more mobile terminals, the method comprising:

storing content, and a plurality of program configuration information, the each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media ~~representing varying amounts of information including~~ video, text and still images is to be played as program content, and ~~a display position~~ respective display positions of the plurality of media to be played on a screen;

broadcasting the content and the plurality of program configuration information to the mobile terminals;

receiving the content, and the plurality of program configuration information associated with respective transmission bands; and

selecting, at each mobile terminal, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

32. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

33. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

34. (Currently Amended) A transmission apparatus for broadcasting content to one or more mobile terminals, the apparatus comprising:

a program configuration information storage that stores content, and a plurality of program configuration information, ~~the~~ each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media ~~representing varying amounts of information, including video, text and still images~~ is to be played as program content and respective display positions ~~a display position~~ of the plurality of media to be played on a screen; and

a transmitter configured to broadcast the content and the plurality of program configuration information to the mobile terminals; and

wherein, in the program configuration information storage, the plurality of program configuration information are associated with respective transmission bands, so that the mobile terminals each select without broadcasting server involvement, one of the plurality of program configuration information based on a transmission condition.

35. (Currently Amended) A reception apparatus for receiving content broadcast from a server, the apparatus comprising:

a receiver configured to receive content, and a plurality of program configuration information associated with respective bands, ~~the~~ each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media ~~representing varying amounts of information including video, text and still images~~ is to be played as program content, and respective display positions ~~a display position~~ of the plurality of media to be played on a screen; and

a selector configured to select, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

36. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

37. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

38. (Currently Amended) A broadcast system for broadcasting content from a server to one or more mobile terminals,

the server comprising:

a program configuration information storage that stores content, and a plurality of program configuration information, ~~the~~ each program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media ~~representing varying amounts of information including video, text and still images~~ is to be played as program content, and respective display positions ~~a display position~~ of the plurality of media to be played on a screen; and

a transmitter configured to broadcast the content and the plurality of program configuration information to the mobile terminals,

the mobile terminals each comprising:

a receiver configured to receive the content and the plurality of program configuration information associated with respective transmission bands; and

a selector configured to select, without broadcasting server involvement, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

39. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

40. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

41. (Previously Presented) The broadcasting method according to claim 27, wherein the selection of one of the plurality of program configuration information is by unidirectional communication.

42. (Previously Presented) The receiving method according to claim 28, wherein the selecting of program configuration information is by unidirectional communication.

43. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting of one of the plurality of program configuration information is by unidirectional communication.

44. (Previously Presented) The transmission apparatus according to claim 34, wherein the selection of program configuration information is by unidirectional communication.

45. (Previously Presented) The reception apparatus according to claim 35, wherein the selector selects program configuration information by unidirectional communication.

46. (Previously Presented) The broadcast system according to claim 38, wherein the selector selects program configuration information by unidirectional communication.